THE GLEICHEN CALL

TWENTY-SEVENTH YEAR

NO. 45

GLEICHEN, ALBERTA, WEDNESDAY JANUARY 24, 1934

SUBSCRIPTION \$2.00 PER YEAR

REGULAR MEETING OF GLEICHEN TOWN COUNCIL

A regula: intesting of the town council was held and quite a lot of bus-ness tanascie.

The minutes of the last regular, special and court of Revisien were tead and adopted on motion of Coun-ciliors W. E. Thompson and Chas.

chlors W. E. Thompson and Chas-thompson.

A McDonald was a support of the Charles of the Charle

after many weeks of diligent search. After much effort the leak had been expaired and the water supply was mow slowly increasing. The Ellectrical Engineers had made an offer of \$100 for the generator on hand. Up to the present time a cheape had not been covered for it. The secretary is to investigate and see if the Ellec, it all Engineers really want to buy the generator, if so when can the town except the secretary reported that he was having some trouble in setting the roots and couplings to fit the town exhaust after this matter. A check up on the band insymments are seen as the band in the coupling of the control of the coupling of the coupli

A letter had been received from an individual offecing \$2.00 for the old gram at the power house. All the control of the contr granted.

as suggested that a returning as was suggested that a returning ing officer for the elections to be held in February should be appointed. M. Muray was appointed returning officer after reading by-law No. 250 three times.

LEGION HALL LOCALS

The local boys have built a nice poich to the hall, which adds greatly to the attractiveness of the building also makes the place much more com fortable. Bob Jeffers and Gus Marcy

Irvine Gove, who looks ofter the hale ends a lot of his time admiring the new porch.

k. e won every game of crite played.

e. a.d o the Legion librar,
. sectourly whits all those values books to return them as so as possible.

Belche: Hospital, Calgary. Bill underwent a severe operation, but is no well on to the read to recovery

GIRL GUIDES APPOINT OFFICIALS FOR

LOCAL CURLERS SUCCESSFULLY HOLD TWO CUPS

HOLD TWO CUPS

Last week two vinks of Gleichen curiers skipped by Messrs. Dan Mender Stand of Gleichen curiers skipped by Messrs. Dan Mender Stand of Gleichen skips was a standard of Gleichen Gleichen Gleichen Gleichen Standard of Gleichen Standa

PHONDER A. F. Manchanton fost his apponent Lewendon made 10. On the other hand, R. Harrison, defender wonds game with a scote of 15 whis leagle made 5 points. Ice conditions

were bad.

The Taylor Cup is put up for three
places to compete for, Acrowwood,
Cluny and Gleichen. It is also hoped
to create much interest in curling for

the games with keen interest and en-joyed the evening's curling.

ACTIVITIES OF GLEICHEN BRANCH U. F. W. A.

BRANCH U. F. W. A.

Last Thursday the U. F. W. A. new this Alias Lillian Hutchison, at the home of her molher, Mrs. J. W. Hatchison, who was in Edmonion (stending seawentien. Some 20 members an lour visitors were present. The rocall was "Something I Admire about the Lady Sitting Next to Me," caused much amusement.

The meeting decided to start a reading course and one of the first backs to be read is "The Brimming Loup," by Dorstly Canfield.

The next meeting is to be held on the evening of February 2nd, when a

The next meeting is to be held on the evening of February 2nd, when a report of the U. F. A. and U. F. W. A. delegates to the convention will be heard followed by an social even inc.

SOMETHING TO PONDEER

few days ago the Hon. H. I f. ons, minister of trade an minice in the Bennett govern at actions of co

their method of buying under-selling small merchants, are not in position to compete them, and dictating prices to I manufacturers.

OFFICIALS FOR
COMING YEAR

A meeting was held Friday afternoon of last week at the come
of las This unfair competition of big

local citizens in every way in preference to the larger and very often matthial basiness house These local basiness firms are often enled uron to carry account of people who find themselvis tem norarily embrassed. They do this willingly, providing the recipion of the accommodation is worthy of credit. The same cannot be said of chain enganizations. With them the haly language New speak in the case of the control of the con

by your nessue.

The small, independent merchant is alled to your ressue.

Recognizing in ful the straits at which the small independent rerbant has been forced, the Aleria branch of the Retail Large and the sulled for a mass meeting of the transmission be held in Edmonton on Pelvaury 12, 13 and 14, and now plans are being prepared to present to the legislature probabilisticution which tall distribution, and an appeal will be made for requisitions which will asfequent future operations of the small retailor.

It is a novement which should have the whole-hearted support of every merchant, also of citizens. Also held to be levely in supporting local institutions and hend business men.

On Friday night the annual rate-payers meeting takes place in the Composity Hall. The financial statishment of the town looks very good not withstanding the hard (jimes that have prevailed during the past year.)

LIST OF PRIZE WINNERS AT RECENT TOMBOLA

The dance and Tombola held in the Meadowbrook hall under the auspices of the U. F. A. and U. F. W. A. was well attended by about 450 people. The hall was tastefully decorated in blue and gold, the U. F. A.

Med in bine and gold, the U.F. A. colors:

The list of pile winners are: 1st qualit, Mrs. H. V. Burne; Jersey calf, E. J. Gariand; embroidered piles. W. B. Schriber; embroidered centre of the same and the same and

first goal was made by Maynard on a pass from Simpson; 2 Simpson on a long shot looking for a rebound, the goalle never saw the puck; 3 T. Brown from his brother Campbel; 4 Peearro for the Hawks, on a long shot from

action, Luft, Pegararo, McConnell, ackson, Klune, Pratt. Manager / I Duffle. Referes, Bob Brown. Friday night the Strathmore Horsets met the Gliechen Aces on the local ice. The game resulted in a ragnificient display of hockey. For coverness, speed, stockhandling, continuation work, back checking and all else that goes with good heckey was to be seen. The Aces won out with a score of 5-1. Credit should be giwen the Aces for the splendid team they have developed. They practice diligently every night with the Gurners and as a result they are learning all the tricks of the game and developing plenty of nerve. All who witnessed the game have been loud in their praises of the caliber of hockey dished up and anxiously look forward to the next game which will doubtless be attended by a much larger crowd. Milton Desjardine is the manager of this team.

At Olds Thursday the Gunners lost tot with a 3-1 score before a large crowd. Olds will be here tomorrow night — Thursday — and a record crowd for this season should be on hand. This will be an excellent opportunity for all to size up the merits of both teams regardless of

from his brother Campbell; 3 T. Brown, from his brother Campbell; 4 Pearro Core the Hawks, on a long short from Sentre ise with the whole Gleichen Cam standing still, having a nap, Willier and seing the puck until too late, or Maynard in a scrimmage; 6 C. Brown from Bulmer, both getting chear through the defence; 7 T. Brown from Bulmer; 8 Maynard from Nelson, the Gleichen Old Timers hockey club, hawk lineup: Strutchers, Ramasy, which consisted of former Gleichen and the Company of the Company of

"DONT GO" TO BED TONIGHT"

is the feature for next Saturday evening,

Helen Twelvetrees Will be the Principal of the story

2 Shows 7:30 and 9 p.m.

NEWS COMEDY

GLEICHEN COMMUNITY HALI

Recovery Under Way E. W. Beatty Believes



Reviewing Canadian business conditions of the Anadom Periodic Canadian business of the Canadian Facility Review of the Canadian Facility Review of the Canadian Facility Review of the Canadian Periodic Review of the Periodic Review of t

HOCKEY

AT THE GLEICHEN ARENA

Olds vs. Gunners THURSDAY, JANUARY 25, 8,30 p.m. Vulcan vs. Gunners MONDAY, JANUARY 29, 8,30 p.m.

Strathmore vs. Gunners THURSDAY, FEBRUARY 1, 8.30 p.m.

Cash Buying

Low expenses and careful management enable us to retail coal at a reasonable price consistent with good quality and service. Our sales are nearly double over last year. There are reasons which you should find out

R. S. McQUEEN

PHONE 37

GLEICHEN

Pacific Coast WINTER EXCURSIONS at LOWER FARES

Vancouver-Victoria New Westminister

Daily Until Feb. 28 Return Limit April 30, 1934

ing a decided saving in travel costs. trains—speed, at unusually low fares, afford-Travel in leisure, warmth and comfort—all steel

For full information, consu't your local Ticket Agent

Canadian Pacific

Use Canadian Pacific Traveller's Cheques-Good the world over.

54.98% INCREASE

In Western Canada Salada Tea sold 54.98% more tea in 1933 than in 1932

SALADA

"Fresh from the Gardens"

World War Changed Everything

World War Changed Everything

An article appearing in the daily papers quite recently told of a professor at Harvard University who had compiled a "table of wars" showing that there have been no fewer than 902 major wars since the year 500 GaC, and drawing attention to the fact that the World War, 1914-1918, was eight times "greater" than all the other major wars since 500 B.C. ruled into one. Stated another way this mems that the four years of war. 1914-1918, was eight times greater than all the major wars ombined in the preceding 2,600 years of the world's histories of the relative of the mitted of the preceding 2,600 years of the world's histories of the preceding 2,600 years of the world's histories of the relative of the mitted of the preceding 2,600 years of the committed of the preceding 1,600 years of the committed of the preceding 1,600 years of the committed of the preceding of the preceding of the preceding of the preceding of 1914-1918 and in the new conditions and circumstances resulting from that colossal struggle.

To the World War, almost many production, to which some people attribute of maximum and the preduction of the preceding of the preced







Faster Than Royal Scot

demonstrated in London, Eng. It is taken the ladder into places more or less strange to them, including varieus men's departments in the birder stores. A young woman who was in men's underwear in a the birder stores. A young woman who was in men's underwear in ALDBARD and the plat photographs of objects several hundred yards distant; penger stores. A young woman who was in men's underwear in ALDBARD at the hight photographs of object several hundred yards distant; penger stores. A young woman who was in men's underwear in ALDBARD at the hight plate the denseat fog, and cure a namber of complaints. The ray upon which its inventor, take the denseat fog, and cure a namber of complaints. The ray upon which its inventor, the ray upon which its inventor, she finally said, and taen after is likely and the state of the plate of the p

The wheelbarrow is staging a come back. Jobs created by the civil works campaign, of Lincoin, Nebraska, where hand labor is given preference, increased the demand for wheelbarrows until it far exceeds the supply. Lancaster Courty Engineer Weaver said he was unable to purchase a single wheelbarrow from sumbly houses. gle wheelbarrow from supply house here.

"A new word is wanted," com-ments a writer, "to signify the hor-rible noises now made by such things as pneumatic drills and motor-bikes." What's wrong with "jazz," for goodness' sake?

Miss Freda Thompson, who has just been granted a flying instruc-tor's license in Australia, is the first woman in that country and third in the British Empire to hold such a

China's recent exports are far ahead of those of the same period of 1932.

Started Canada's First Paper

Canada's Trains Mide Higher Speed On Montreal-Toronto Ran How do Canada's speed trains stack up against the Royal Scot, crack Britlaf flyer, which recently visited Vanceuver?
Railway journals show that Moyal Scot speed on her 4011/2 miles between London and Glusa, warrages 921/2 miles an hour.
Until this year this was exceeded on both Canadian National run, 53/2 miles long, was made in all the state of the Canadian National run, 53/2 miles long, was made in all hours, and the Canadian Pacific, 40 miles long, was made in all hours, and the Canadian Pacific, 50 miles, in 64/3, hours.
This was an average for the Canadan National run, 53/2 miles long, was made in all hours, and the Canadian Pacific, 50 miles, in 64/3, hours.
This was an average for the Canadan National of 65.7 miles an hour, including stops.
On the 124-mile Moticeal-Smiths Falls portion of its run, made with patients was the control have been absurdated and the two lines and hour first was known among railway men as the fastest time in the world into trips over 100 miles.

When She Lost 28 lbs, She Gailned Energy
She Gailned Energy
This your world is method of reducing owners and the first paper in the partnership with service over the Canadian National tracks. The trip is made in 64/2 hours, at 51/2 miles an hour. The paper prospered and the firm branched out to include a well equiperation of the sun of the first paper in the most of the first paper in the first paper in the first paper in the partnership with the first paper in the first paper

She Gained Energy
This young woman's method of reducing overweight is evidently as beeneded as it is effective, and a letter ane writes is therefore worthy of the ter and the ter and without energy, of the "Caxton of Canada" A move-nown and the word of the term of

Things
One of the most remarkable inventions of the age has been secretly demonstrated in London, Eng. It is a ray that will make flower-buds grow into flowers in a few minutes;

snow sighs of nower bucs, and which normally would have taken several days to bloom, were placed in the radius of the ray. Within ten minutes their petals had appeared and

utes their petass had appeared and spread themselves.

"It is possible, materially, to increase the yields of all crops," Mr. Batchelor said. "Clover, clover hay, creals, rosts and sugar beet can all be improved both as regards yields and food value. The maturing properties of the ray are shortly to be extended to fruit and vegetables so that strawberries and fresh garden peas and brains out of season are all within the realms of possibility." One of the remarkable features of the ray is the case with waich it is claimed it penetrates darcases and the densent fog clearly revealing objects at several hundred yards distant.

Managed As Busines

Managed As Business
Janes A. Farley, American Postmaster General, is in Lendon trying
to find cut how John Bull can run
his system with a profit of \$33,000,
000 in 1931-32 and \$53,000,000 in
1932-53, whereas Uncle Sam in the
earne two periods had defacils of
\$115,000,000 and \$155,000,000. The
answer is that Britisa utilities are
tun on a business basis.

He: "If we were married, darling, the hours would roll by without our noticing them." She: "Do you mean we probably

She: "Do you mean we probably wouldn't be able to afford a clock?"

"You pushed your wife out of a second storey window through for-geffulness!" asked the magistrate "Yes, sir, we used to live on the ground floor. I forgot we'd moved."

Review Favourable Year For Royal Bank of Canada

STRONG POSITION MAINTAINED

Sir Herbert Holt, President, Takes Strong View That Canada Is Now Definitely on the Upgrade.

Morris W. Wilson, Vice-President and General Manager, Reviews Strong Statement.

Morris W. Wilson, Vice-President and General Managar, Reviews Strong Statement.

The annual meeting of the shareholders of the Royal Eants of Canada the close of a most successive the Canada was now definitely and the close of a most successive the Canada was now definitely was being retarded by too heavy taxation and the cost of maintaining so many Governments in the country was being retarded by too heavy taxation and the cost of maintaining was being retarded by too heavy taxation and the cost of maintaining so many Governments in the country was rapidly becoming unbearable.

An General Manager, in his address reviewed the outstanding features of the strong statement of the Bank. The feature of paramount importance in the country was rapidly becoming unbearable.

President's Address Sit Ferbert S. Holt, President, in moving the adoption of the Elizectors Sir Ferbert S. Holt, President, in moving the adoption of the Elizectors Report, said in part Report and Endeaded Mr. Wilson, would be the quality of its management.

President's Address Sir Ferbert S. Holt, President, in moving the adoption of the Elizectors and the country was reported by the strong position of the bank. While Balance Sheet figures are somewhat smaller than those of a year ago, this refricts a failing of a year a

issiness during the last six months; has already had a beneficial effect on earnings.

Heferry to the situation in Canadian six of the six of t

has been the sequence of events in Canada during the last six months.

The Railway Situation.

Dealing with the situation of the Government railways, Sir Herbert expressed the opinion that the time for haif measures had passed and that bold and courageous action was repressed at the last Annual Meeting that the contract of the country of the country

devisionists to require debts rather than increase expenditures.

Conditions in Other Countries. In referring to conditions in other countries he expressed the view that the low point in the depression for the countries he expressed the view that the countries he expressed the view that the low point in the depression for latter part of 1952, and since that time there has been a general increase in international trade. Reference to the United States was made as follows:—While business in the United States was made as follows:—While business in the United States commence to improve ferred in relapse due to their banking difficulties and the hesitation and uncertainty which precede a change of administration. Since last, Marca quite material progress has been

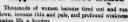
A new bleaching process for wool-len is said to produce a white goods Canada until the year 1864 when the that does not turn yellow from laundering or dry cleaning.

All chees was made on farms in Canada until the year 1864 when the these factory was started in Oxford county, Ont.

ing system."

Mr. Wilson expressed the strong opinion that the recommendations in our prime of the control of the note-issuing privileges of the Chartered Banks did not appear to be in the public interest. Retention of these privileges interest. Retention of these privileges interest. Retention of these privileges interest. Retention to these privileges in this connection he quoted an editorial which appeared in the London Economist to the effect that the Central which appeared in the London Economist to the effect that the Central which appeared in the London Economist to the effect that the Central caned by allowing the Chartered Banks to retain their present issues under the present restrictions. Mr. Wilson went on to say: "I think wilson when on the system of the control of the control

Health For Young Girls **Happiness For Tired Women**



Thomsads of women become tired out and run down, become this and pale, and profound weakness makes life a burden.

The whele outlook of life is changed when the nervous, sick headaches, the skeplessnoss, the spelled districts, of weakness and discouragement, and tired, hanguid feelings disappear with the use of Milburds II. & N. Pilla. They tone up the nervos, earich the blood, and bring the health back to normal axis.







are not really ill
yet when the
day's work is done you are too tired
to enter into the good times that
other women enjoy. For extra energy,
try Lydia E. Pinkham's Vegetable
Compound, it tones up your general
health. Gives you more pep—more

ember that 98 out of 100 report benefit. Let it help



Has a hundred uses. A have a box in the kitchen. Always

appleford PAPER PRODUCTS



brought from the Red Sea, the Pa-cific Ocean, and every lake in the world in the hope of discovering larg-er proportions. No short cut has been

found yet.

"A piece of human tissue inserted in a test-tube of heavy water rapidly developed a tumorous growth. Doctors are now investigating this and wondering if cancer is due to secretions of heavy water in the body."

The Largest Lakes

stilled From Water

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and a considerably higher percentage since 1840. With the sickle and fail approximately 47 man-hours were required to cut, blind, shock, thresh, and clean an acre of wheat. The binder and thresher reduced the labor to about 6 man-hours, and the combined acreater-thresher, together with motor trucks for hauling, reduced the labor to about 2 man-hours. In 1855, at least 10 man-hours were required to cultivate an acre or orn with a con-horse shoyel plough. The one-row riding cultivator cut this time to about 5 man-hours, and a two-row cultivator to 2 man-hours an acre. To husk 40 bussels per acre of corn by hand from the standing stalk today, including hauling to crib, requires 6 to 10 man-hours. With a two-row (rancto-operated corn picker, not more than 2 man-hours may be necessary.

Marks Anniversary

Three Phases Of History Recalled By Famous War Unit Three phases of the history of a famous Canadian fighting unit were recalled at Beatty St. Drill Hall, Van-couver, when the British Columbia regiment celebrated its fifteth anni-

versary.

Young men who now form the unit
which glories in the name of Duke of
Connaught's Own Rifles gave a lively
their military and obysical display of their military and physica display of their minitary and polyscoll training and were reministed of the splendid traditions of the regiment by groups which represented the old Sixth Regiment of forty years ago, the famous figating Seventh Battal-ion of Great War days and their fel-

low who carry on today.

An officer, an N.C.O. and a private of each of these phases in the unit, history were uniformed in the dress of their respective periods.

From Sept. 3, 1930, the day the present government took office in Saskatchewan, to the end of Novem-ber, 1933, the total expenditure in the province for relief was \$41.812,-

MONEY When you "roll your own" with Turret Fine Cut, you get more satisfying cigarettes, and more of them, too, be-cause this better cigarette tobacco gives you more tobacco for your money—plus Poker Hands.



Swollen Joints

are a warning that your kidneys become deranged and need atten-Don't suffer needless pain. Take Pills to obtain relief and assist your eys to function properly.



PATENTS

It happened, after many years, they met;
Upon them both Time's hand had worked its change.
Alout her eyes were shadows faintly set,
its mouth was grip his smile was

its mouth was grim, his smile was cold and strange.

Above hissa towered the city stree's A benk-drop, for the stage whereon they stood.

And all around rose shrill, ear-plereing calls. Not into harsh than their religious mood.

An instant huse two strangers stood and gazed.
Hand touching hand, a thousard miss apart.
Then sudden fire within their soirits threet.
And therefore the more again, loved heart to beart!
So it will seve be between these two, Though next they met on some space far and new,

Chooses Orchid As Symbol

Chooses Orchid As Symbol
Henry Put'l, who soon will be
crowned as the emperor of Manchakuo, has adopted the orchid as the
imperial symbol of the new monarcay. The orchid will be in contrast
to the chrysanthenum, the symbol
of the emperor of Japan. The new
throne chair and other articles of
the Manchukou imperial monachid
will be embiazoned with orchids.

Cotton seed is an industrial pro duct now worth some \$200,000,000 a year in the U.S., whereas once it was thought a total waste.

Customs collections in the D mi-The RAMSAY Co. 107 STANK 51 year ago.

Students From Many Lands

And Are united States Sends Largest Group to ut gg irils to so much in it they are the picture. This View To Medil States From Medil States from nearly every country in the world are studying at Medil University this year. The United States furnished the Largest group with undergraduates behind the them very need to be being the British Isles, India, Rhodesis, events and India Brimula, the British West India, Brimula, the British West Indias, France, Spain, Swuth Awstreriand, and Brimula, Swuth Amsteria, Harrist of the

A Few Sips-A Few Cents -Coughs, Colds Gone

BUCKLEY'S MIXTURE is not a cheep preparation, but it takes to life of it to come the presence of the common state of the commo

Albert De Winton, of Los Angeles, Albert De Winton, of Los Angeles, a movie actor, has returned to Rio De Janeiro after a nine-month search in the Matto Grosso region of interior Brazil for Col. P. H. Faweett, British explorer. De Winton, who has made several trips into the wilds, had only vague Ind'an reports concerning the Briton bate expressed belief he is alive. Col. Faweett disappeared in 1925.

Unsuccessful Author: "After my death the world will realize what I

have done."

Companion: "Well, don't worry about it, old chap. You will be out of harm's way then."

Stirling, Scotland, will have 17-year-old police apprentices.

Little Helps For This Week

Poker

Hands,

too

THE BEST WAY TO GET FREE CIGARETTE PAPERS

Exchange the Poker Hands you get with Turret Fine Cut for "Vogue" or "Chantecler" (Garette papers at our Poker Hand Premium Stores or by mail—5 large books of these better papers free for just one complete set of Poker Hands.

TURRET

and

I pray not that Thou shouldest take them out of the world, but that Thou shouldest keep them from the evil.—John 17:15.

In busy mart and crowded street, No less than in the still retreat, Thou Lord art near our souls to bless, With all a Father's tenderness.

Only the individual conscience, and He who is greater than the con-science, can tell where worldiness prevails. Each heart must answer for itself, and at its own risk. That our souls are committed to our own keeping, at our own peril in a world so mixed as this, is the last reason we should slumber over the charge should slumber over the charge betray the trust. If only that outor betray the trust. It only the let to the Infinite is kept open, the inner bond with eternal life preinner bond with eternal life pre-served, while not one movement of tals world's business is interfired with nor one beat of its happiness represed, with all natural asociations deer and cheriahed, with all human sympathies dear and warm, we shall yet be near the kingdom of heaven. In the world, but not of it, not taken out of it, the tent from the cavil out of it but kept from its evil. J. H. Thom.

SOUR STOMACH, GAS



"I touid not relly a man because of the bar and indigession. I had self-the bar and indigession had a man and the bar and the

The red of maple leaves is more brilliant in the autumn if a series of bright sunny days follow sudden cool temperature at night.



Remember: Only Medicine Helps Sore Throat

Modera medical science now throws an entirely new light on sore throat. A way that cases the pain, rawness and irritation in as little as two or three minutes!

It requires medicine—like ASPIRIN—to do these things! That is why throat specialists throughout the world are prescribing this ASPIRIN gargle in place of old-time ways.

Be careful, however, that you get

Aspirin is the trademark of The Bayer Company, Limited, and the name Bayer in the form of a cross is on each tablet. They dissolve completely enough to gargle with-out leaving irritating particles.



W. N. U. 2036



CALGARY

The West's Finest Ginger Ale The Straightest tip To a Great Blend

CALGARY BREWING AND MALTING CO., LTD.

CRUSH



Genvine

BUFFALO

18th Annual Annual

WINTER SPORTS

CARNIVAL Jan. 31 to Feb.4

Thrills of speed! Syi-ing, Toboggan-ing, Happy Snowshoe Parties, Skating, Every Winter Sport and the carefree Carnival Spirit.

Rickey

LOW RAILWAY FARES

JANUARY 27 to FEBRUARY 4

Return Limit February 5, 1934 Ask the Ticket Agent

Canadian Pacific

Rabbits are being used extensively Russia as a source of meat supply. Russia as a source of meat supply.
Milan. Italy, is the only city in
urope ... which automatic telehones are used exclusively.
About 2,000 natives of East,
frica are sold in the slave markets

of Arabia every year.

of Arabia every year.

A former royal castle near Salzeburg, Austria, will be converted into a meat packing establishment.

UNITED CHURCH

Rev. V. M. Gilbert, Minister. Sunday, January 28th. Saci

Sunday 11 a.m Church School 7.30 p.m. worship "In Vain! Nev-

The Sacrament of the Lord's Sup-per will be observed at the close of the evening worship.

Brazil is said to contain mor potential hydro-electric power any other country in the world.

The Gleichen

Flour Mill

Beau Ideal Flour milled by the Gleichen Flour Mill is a straight grade and consequently has higher protein contents and greater feed value than First Patens flour.

value than First Patent flour.
It has a slight ereamy coler when
first ground but becomes perfectly
white in a month or two as it bleeches
naturally in the bag.
Keep a few months supply of Beau
Ideel on hand and you will always
be aure of having a well matured
flour of the very best quality in your
home.

COAL AND TRUCKING

Special Prices on Your Winder
Coal
—SEE ME
Indian coal, lump \$4.40 delivered
Indian coal, store, \$3.40 delivered
Mine run north seal \$4 delivered
Mine run north seal \$4 delivered
If you have any trucking of any
description see me My prices
are right
Residence Phone No, 13
TED KRALISE

TED KRAUSE

Town & District

Mrs. Reno House and son of Arrow-wood are at pesent visiting at the hone of her mother-in-law, Mrs. G. C. House.

On Monday evening the local Boy Scotts paid a surprise visit to their Scottmatter H. Hunter. They present-ed Mr. and Mrs. Hunter with a electric lamp in honor of their marriage which took place recently. Several of the parents of the souts also attended. A social evening was spent after which a light lifther was served by the souts who had brougst it with them for the oversion.

Wonder how at ice carnival would take. Why not try it? If the weath should be unf verable it could be easily postpone!

Last week th / Iberta Eastern Star. Gleichen, held r to ephone bridge con tast which cre. tel nucle interest Games were playe i at Cluny, Namalist and Gleichen. M. Colpoys of Namaka won the first prizer Miss Allison Evans of Gleicher the second and Melntyre of Glieche, boody. Th. games in town toop place at th. homes of Mrs. Cook, Mrs. Beacl and Mrs. Black.

FOR SALE—Good gentle mares and geldings, and young geldings and mules on easy terms. W. D. Trego, Gleichen 45

AN ICE WELL

the shed is the floor which is built of two layers of planking with 3 ply of building paper between. A saught fitting trap door is built in the centre of the floor and a wooded rack or basket suspended from a pulley overhead is helpful in lowering and raising the cans of milk and other foods stored above the ice. The pit is only filled with ice to within 3 or 4 feet of the top to allow for storage space. Experimental farm notes.

IACK MOSS USES TURPENTINE ON PLAYERS FOR RESULTS

ON PLAYERS FOR RESELTS
Vegrevills, bookey team recently
lost on home ice to the Vermillion
sexiet by 3-2 score. The Vegreville
Observer in describing the contest,
gives much saught after addive when
it says: "In the interval between the
second and third periods Jack Moss
by dropping of a stick of dynamice
or the application of a little turpentine infused bis followers with such
suffit that the play was forced to
the Vermillion end and remained
there."

the version of the Gumers when interviewed about this new stant thought it was a grand idea and avuld begin at once experimenting with targentine

WHAT MAKES WOMEN BUY

It is well known by all live mor-chants, and by huebands as wel-turn practically all burjing for the hume is either actually done by wo-one or directed by them. For this roman the merchants greatest prob-lem is to attract the favorable at-tention of women to his wares. Women as allert to press a party.

Women are alert to grasp appor-tunities to secure merchadise at a bargain and they are more discrim-inating buyers then men, as a rule. They read the advertisements and act upon the information obtained thereby.

thereby.

In order to determine just what advertising mediums have the greatset influence on women's buying a streey recently made by an advertising club, developed some interesting facts. Replies from a largenumber of women of all clauses were
obtained in answer to a questionnaire
listing the various advertising med-

KEEP THIS 1934 Resolution!

will not find you hunting frantically through the ice chest in search of a beverage, with which to welcome, or speed, your guests."

Five Famous Brands of Alberta Beers!

All proudly sharing the possession of a single quality . . . the highest; yet each one enjoying wide popularity on its individual merits.

DISTRIBUTORS

LIMITED

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

PHONE 82

BASSANO

"BEER PERMITS"

Government Permits for the purchase of "Beer Only" and good for one year may be obtained at any Vendor's Store. Price One Dollar

advertisement is not inserted by the Alberta Liquer Control Board by the Government of the Province of Alberta



Order your

LETTER-HEADS BILL HEADS

STATEMENTS ENVELOPME

TAGE

TICKLY

LOOSE LEAF ACCOUNT SHEETS CARDS

MEMOHEADS

WINDOW CARDS DODGERS

RAFFEL TICKETS SHIPPING TAGS

DISPLAY POSTERS BUSINESS CARDS

-Ir fact anything in the line of printing-

trom The Call



iums and asking what form vertising influenced them mo

Newspapers were credited with greatest influence by 36 per cent of these women, magazins advertising by 22 per cent announcement cards and pergram advertising by less than 4 per cent, while hooklets, phamplets, circulars and letters influenced less than 2 per cent.

Thus aronis it donouncement.

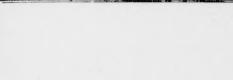
Thus again is demonstrated what every wide-awake merchant must have already observed—that news-paper advertising is the mest potent medium for reaching women buyers. And this applies with equal force to near buyers toe.

GEO. W. EVANS

Undertaker And Embalmer

MOTOR BEARAGE

Artificial wreaths on hand. Weather does effect these flowers to



Caveat emptor

A few years ago "Let the buyer beware" was not so far from being the motto of Canadian business. If a man set out to buy a razor he might get a very excellent one-and, again, he might not. There were some very fine products. And some very poor. And there was no way of choosing the good from the bad, except by test.

Today that condition hardly exists. In every line of merchandise there are trade-marked, standardized products. Products that are unvarying in quality and performance-that can be depended upon year in and year out. When you buy them you know what they are, what they'll do, and what they cost They're advertised products.

> The advertisements protect your interests-read them